

Appendix B: News Release Template

Use the template below to draft your own press release, which should answer, who, what, where, when, why, and how of the event or activity. It also should include a quote from the appropriate person in your organization. The following sample press release includes further explanation of each section.

FOR IMMEDIATE RELEASE

CONTACT: Tom Jones

California Department of Health Services

Phone: (916) 555-5555

Fax: (916) 555-5500

For Immediate Release – These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

Contact Information – Skip a line or two after release statement and list the name, title, telephone, and fax numbers of the person with the most information. It is important to give your cell number since reporters often work on deadline and may not be available until after hours.

[NAME OF YOUR DEPARTMENT] Holds Flu Shot Clinic as Part of National Influenza Vaccination Week Local Pharmacy Hosts Fall Festival

Headline – Skip two lines after your contact info and use a boldface type.

[CITY, State]—Today, **[NAME OF YOUR DEPARTMENT]** is hosting a **[EVENT]**, which is expected to involve more than **[MINIMUM NUMBER OF EXPECTED PARTICIPANTS]** from **[NAME(S) OF AREA(S)]**. Some of the activities planned for today include **[LOCAL ACTIVITIES]**.

Subhead – Fleshes out the headline to further entice the editor.

[INCLUDE ANY OTHER PERTINENT INFORMATION REGARDING YOUR EVENT HERE.]

"National Influenza Vaccination Week provides an important opportunity for our community to tell people how important it is for people to get an annual flu shot," said **[NAME AND TITLE OF SPOKESPERSON]**. "Getting vaccinated is the single best way for people to protect not only themselves against flu, but their loved ones as well."

Body – Double check your release for accuracy and keep it to one page if possible.

For more information about influenza and influenza vaccine visit www.cdc.gov/flu and **[INSERT DEPARTMENT/ORGANIZATION WEB SITE, IF APPLICABLE]**.

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